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The Beat: September 2010

CentraCare Health

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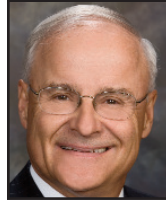
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Do you have an idea for the Beat?

Contact Chris Nelson
in Communications by calling
(320) 229-5199, ext. 71384,
or e-mail nelsonc@centracare.com

CentraCare = compassion, exceptional quality care

By Terry Pladson, MD, President



What does the term “CentraCare” mean to our patients? What does it mean to those in the region who receive health care elsewhere? And what does it mean to you?

Our Marketing and Communications departments set out in search of answers to those questions for a better understanding of CentraCare’s unique strengths and our competitive advantages. They conducted internal and patient focus groups, and surveyed physicians and board members. They found that CentraCare is building a reputation for quality care — and that the public sees CentraCare as one family of services.

Based on the focus group and survey results, we have developed a CentraCare brand promise, main positioning points and a positioning line (see below). The brand messages align with the new **CentraCare Health System vision — to be the best in Minnesota for quality, safety, service and value.** We do not specifically communicate the brand promise to the public; rather, we live it.

Delivering quality care — along with focused public messages regarding quality — will further build our reputation for this important attribute. Our more clearly defined CentraCare brand will help us compete effectively in an increasingly challenging Minnesota health care marketplace.

It is up to each of us to consistently deliver on the new CentraCare brand promise.

Brand Promise: CentraCare provides exceptional quality care with compassion.

Main Positioning Points: Exceptional quality care; Dedicated, skilled physicians and staff; Compassionate, personalized care.

Positioning Line: Care Above All

Thank you for your efforts to consistently deliver *exceptional quality care with compassion to each customer we serve.*

Southeast St. Cloud’s hidden gem

Do you know people age 62 or better who want to simplify their lives and focus on the things they enjoy? Invite them to tour Benedict Village on the campus of St. Benedict’s Senior Community - St. Cloud.

The attractive and spacious apartment homes at Benedict Village are for those who want a high level of independence combined with the benefits of an attractive senior community. Each apartment home is designed with all the features tenants are looking for — without the responsibilities of upkeep and maintenance. With a variety of floor plans, the one- and two-bedroom apartments feature tasteful décors making it easy to coordinate residents’ furnishings into their new homes.

Our beautiful common areas offer everything from a spacious library and lounge with a fireplace to a comfortable dining room and recreational area. The grounds of Benedict Village are lovely with a nature path through the woods, a gazebo and numerous raised garden plots that help to make the setting a nature lover’s dream. Other amenities include: a chapel, exercise room, barber/beauty shop, weekly light housekeeping, optional noon meal, fun activities and entertainment, scheduled outings and shopping trips.

“Benedict Village combines comfortable amenities with independent living to give older adults choices for services and recreational opportunities,” said Cheryl Anderson, director of Benedict Village. “I’m new to Benedict Village, and recognize every day the community spirit and family-like relationship amongst the tenants. I am honored to be a part of this community.”



Call (320) 203-2747 for more information or to schedule a tour and complimentary lunch.

CentraCare named Best Place to Work

For the second consecutive year, CentraCare Health System is recognized as the #1 Best Place to Work in Minnesota, in the large company category, by the *Minneapolis/St. Paul Business Journal*. Employees at qualifying companies took a Web-based survey created by Quantum Workplace, based in Wichita, Kan., which then provided the *Business Journal* with a list of firms ranked by their scores. CentraCare and other winners are featured in the Business Journal and at www.twincities.bizjournals.com/twincities/.

Family dinners make a difference!

Join BLEND (Better Living: Exercise and Nutrition Daily) in celebrating National Family Dinner Night Sept. 26. Turn off the television and sit the family down for dinner. Research shows the more often kids eat dinner with their families the less likely they are to smoke, drink or use drugs, and the more likely they are to score high marks in school and eat healthier as young adults. The Sept. 19 edition of the *St. Cloud Times* featured a National Family Dinner Night ad with coupons for spaghetti dinner ingredients. BLEND is led by CentraCare Health Foundation. Learn more about BLEND at www.blendcentralmn.org.

Calling all bike riders!

People of all ages and abilities are invited to participate in this attempt to break the record for the largest bike parade. Join us Sept. 25 at Whitney Fields in St. Cloud. Register at www.blendcentralmn.org and receive a free T-shirt. This free event, sponsored by BLEND (Better Living: Exercise & Nutrition Daily), offers entertainment and door prizes. For information on times, registration and volunteer opportunities, visit www.blendcentralmn.org.

Breast Center presents fashion show fundraiser

Tickets are on sale for the Surviving with Style fashion show fundraiser to support and honor breast cancer survivors and their families.

The 10th annual event begins at 11 a.m. Oct. 10 in the Gorecki Ballroom at the College of St. Benedict in St. Joseph. The event includes a social and silent auction followed by lunch and a fashion show. Tickets are \$50 and are on sale in the St. Cloud Hospital Gift Gallery, at Coborn's Superstore in Sauk Rapids and online at www.centracare.com. Proceeds from this event benefit the St. Cloud Hospital Breast Center.

Allen Horn, MD, honored

CentraCare Clinic President Allen Horn, MD, class of 1964, was honored as one of the recipients of the Distinguished Alumni Award from Paynesville High School and was honored at a banquet in September.

Schrup is clinic's associate medical director

Pediatrician Thomas Schrup, MD, Women & Children, is the associate medical director for CentraCare Clinic. He is dedicating about one-fourth of his time to this new leadership role. Dr. Schrup is responsible for physician relations and for overseeing the physician retention program. He also is assisting with physician recruitment and physician practice management.

Donate new or gently used books for children

CentraCare Clinic – Women & Children is partnering with Reach Out and Read, the nationwide school readiness program, to give a new book during well-child checkups for children 6 months of age until they enter kindergarten. Anyone interested in donating gently used books can drop them off in the Pediatric Clinic's Well Child Lobby at CentraCare Health Plaza.

Run, walk, roll

Children of all ages and athletic abilities are invited to run, walk or roll 100 meters, 1K or 1 mile during the inaugural Sneakers and Wheels event Oct. 2 at CentraCare Health Plaza. Registration begins at 8 a.m. with a 9 a.m. start time for the first race.

Cost is \$10. Registration forms are available on CentraNet — click on Messenger. All participants will receive a free gift. All pre-registered participants will be entered into a drawing for door prizes. For more information, contact Sheila Pearson, ext. 71443. Sponsored by St. Cloud Hospital Pediatric Rehabilitation.



CentraCare Health System board of directors

Please visit CentraNet, administration tab, for new members and reappointments to CentraCare Health System's boards of directors.

Join the 2010 Memory Walk

Every 70 seconds, someone develops Alzheimer's in the United States. To help end this disease, join the 2010 Western Minnesota Memory Walk on Oct. 2, at Whitney Senior Center, 1527 Northway Drive. Registration begins at 9 a.m. and the walk at 10 a.m. Since 1989, Memory Walk has raised more than \$300 million for Alzheimer's care, support and research. To sign up, visit www.alz.org/mnnd or call (320) 650-3070. To join the St. Benedict's Senior Community team and receive a free T-shirt, call (320) 654-2344.

Food Allergy Basics

Pediatric Allergist Mary Keating, MD, Women & Children, and Kristin Pratt, RD, St. Cloud Hospital, will share information about common food allergies, ingredients to avoid and methods to avoid crosscontamination of foods from 6:30-8 p.m. Sept. 27 at CentraCare Health Plaza. FREE. Register at www.centracare.com. For details, call (320) 229-5139.